

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

serve

33M

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

April 6, 1945

OFFICE OF INFORMATION MEMORANDUM NO. 73

Mailing List Reports and Revisions



The Secretary and the War Food Administrator in General Departmental Circular No. 51, Supplement 1, January 4, 1945, requested each bureau chief to appraise publication distribution practices with special attention to mailing lists. The regulations (particularly Regulation 1371, Paragraph 6) to which that circular refers requires this Office to check bureau activity in determining that mailing lists are up to date.

I. Mailing List Reports

In carrying out this responsibility each bureau is requested to submit by June 4, 1945, a report for each region, state, or other subdivision which the bureau may find convenient for ease of reporting. This report shall show the following information on each of the mailing lists maintained in the area division:

1. Key or code number of the list.
2. Composition of the list--a one or more word description of the kind or class of organizations or persons making up the list.
3. Number of addresses on the list--this should be the number of mailing addresses or addresses to which material is mailed, and should exclude any intra-office address.
4. Number of times list is used in a year--this should be the actual number or a close estimate, and may be the number of times the list was used in the fiscal year 1944.
5. Date of last revision of the list--this should show at least month and year of revision, or an approximation, such as spring or fall, and the year.

This report may be submitted on bureau memorandum or forms as received from the field, and one copy only is required to be forwarded to J. H. McCormick, Room 402, Adm. Bldg.

II. Mailing List Revisions

In revising mailing lists either in Washington or in field offices there are several things that should be taken into account in order not to increase mailing costs. There are also several factors which should be considered as a means of conserving paper, money, and manpower. The following points may be of some help to supervisors handling distribution of publications and mailing lists:

1. Some mailing lists do not require circularization for revision, e.g., current lists of libraries and institutions. Some lists can be checked by commodity specialists or checked against up-to-date directories. Other lists might require circularization for revision. Where this is the case circularization should be effected by sending the postcard or other circularization instrument with a piece to be mailed rather than by a separate mailing.
2. Duplication on mailing lists should be checked, particularly where the same name may show two different addresses.
3. Some lists which may not have been circularized for some time may be reduced by an office examination.
4. Some lists may be susceptible to separation into two or more smaller lists to save future mailings.
5. Where material is mailed out to representatives of other government agencies it should be determined whether the other agency should be responsible for the cost of mailing, in which case the envelopes, mailing lists, or permit number, of the other agency would be used.
6. Care should be exercised in determining to send material out for another agency. Possibly the material should not be sent out, or should be mailed in the other agency's envelopes or under it's permit number.
7. Indexes of duplicated and printed periodicals should not be mailed separately, but with one of the issues of the periodical.
8. Revision of mailing lists should be spread to smooth out the work load in mailing list units, both in the bureaus and in this Office.
9. Notify the Mailing List Unit in this Office when a revision is started to help plan for handling added work loads.

Mailing lists maintained under keys at the Superintendent of Documents at the Government Printing Office have very few mailing addresses which can be converted to run and stop addresses. This Office is converting these gradually as changes and new listings come through the Mailing List Unit of this Office.

Keith Himebaugh
Director of Information